What is claimed is:

- 1. A process executed on a computer for defining services listed in an IT services catalog, comprising the steps:
 - (1) displaying a plurality of icons or menu choices which can be selected to start the process of creating a new service, or modifying a preexisting service and/or resource, or define cost information or define a service action;
 - (2) if an icon or menu choice is selected to start the process of creating a new service, displaying one or more displays soliciting information from a user to name the service and define the fields and contents thereof for a data structure which defines an instance of said service and define attributes of each field including validation constraints and validation formulas, and receiving and storing any data entered by a user in response to said displays;
 - (3) if an icon or menu choice is selected to start the process of defining a relationship, displaying one or more displays soliciting information as to which preexisting service or IT resource to which the data structure of a service will point and receiving and storing any data entered by a user in response to said displays so as to allow a hierarchy of services to be defined by entry of said pointers;
 - (4) if an icon or menu choice is selected indicating a user wishes to enter cost information, displaying one or more displays which solicit the user to enter information that define the name of a cost information formula and the cost information formula itself, and receiving and storing any data entered by a user in response to said displays; and
 - (5) if an icon or menu choice is selected indicating a user wishes to define a service action, displaying one or more displays that solicit the name of the service action to be defined and to define the fields and contents thereof for a data structure which defines an instance of said service action and attributes for each field, and receiving and storing any data entered by a user in response to said displays, said one or more displays also allowing a user to enter pointer data which defines relationships between service actions in a hierarchy of service actions to create, modify or destroy instances of services.

- 2. The process of claim 1 wherein the process of creating each field in a data structure allows text, numbers of formulas to be stored in the field as if the field were a spreadsheet cell, and further comprising the steps of determining if a user is a high level or low level user and, if a high level user has logged in who needs the assistance of building blocks or primitives, displaying a palette of building blocks which the user can use to define services or service actions or relationships therebetween, and receiving user input regarding which building blocks the user wishes to combine and how the user wishes to combine them, and then using the data in the data structures of the building blocks to populate the fields of the data structure of the service or service action the user is attempting to define.
 - 3. The process of claim 1 wherein the process of creating each field of a data structure allows attributes to be defined for each field which define whether the field is configurable, whether the data of a field can be overriden by new data entered by a user, and which define constraints for the field in the form of formulas that define maximum and/or minimum limits for a field or which define a property which must be true about the content of said field.
 - 4. The process of claim 2 wherein the process of creating each field of a data structure allows attributes to be defined for each field which define whether the field is configurable, whether the data of a field can be overriden by new data entered by a user, and which define constraints for the field in the form of formulas that define maximum and/or minimum limits for a field or which define a property which must be true about the content of said field.
 - 5. The process of claim 1 wherein step 2 further comprises the steps of: displaying one or more displays which solicit the user to enter data defining: a database model which defines the information stored in a data structure that defines an instance of said service; one or more relationship fields each of which contains a pointer to another IT service and/or resource which said IT service is an extension of or which will be utilized in said IT service;

8	one or more cost information fields each of which which records
9	formulas that are used to compute the cost of implementing or using said
10	service;
11	one or more service action fields, each of which contains a pointer to
12	a data structure which defines an instance of a service action, each service
13	action defining an action that can be taken when a service is used such as
14	create, modify or delete.
1	6. The process of claim 5 wherein step 5 of creating one or more service action
2	data structures comprises the steps of:
3	defining one or more models that define the information that is stored in a
4	database or data structure which define an instantiation of said service action;
5	defining one or more relationship fields which contain pointers to other service
6	actions or resources so as to define a heirarchy of service actions if any;
7	defining one or more fields which contain formulas for computing the cost to
8	perform said service action one time;
9	defining one or more fields that contain schedule information or a formula to
10	compute an approximate time to complete a service action and/or how soon said
11	service action can start;
12	defining a field that contains a pointer to a fulfillment workflow data structure
13	and defining said fulfillment workflow structure in the form of a specification of the
14	steps that need to be performed to accomplish said service action and the order, if
15	any, in which the steps need to be performed;
16	defining one or more fields that contain validation logic in the form of
17	constraints on the values of one or more fields and/or validation formulas to determine
18	whether a value in a field satisfies a constraint; and
19	defining one or more fields that contain an approval workflow in the form of a
20	specification of the steps that need to be performed to accomplish approval by
21	management to carry out said service action.

7. The apparatus of claim 6 wherein said step of defining said data structure of said fulfillment workflow includes the steps of defining the physical and/or logical resources which will be required to accomplish each step in said workflow.

- 8. The apparatus of claim 6 wherein said step of defining said data structure of said fulfillment workflow includes the steps of defining the particular IT professional or the skill set needed by an IT professional to accomplish each manual task in said fulfillment workflow.
 - 9. A computer programmed to carry out the following steps:
 - (1) displaying a plurality of icons or menu choices which can be selected to start the process of creating a new service, establishing a relationship between a new service and a preexisting service and/or resource, define cost information or define a service action;
 - (2) if an icon or menu choice is selected to start the process of creating a new service, displaying one or more displays soliciting information from a user to name the service and define the fields and contents thereof for a data structure which defines an instance of said service and define attributes of each field including validation constraints and validation formulas, and receiving and storing any data entered by a user in response to said displays;
 - (3) if an icon or menu choice is selected to start the process of defining a relationship, displaying one or more displays soliciting information as to which preexisting service or IT resource to which the data structure of a service will point and receiving and storing any data entered by a user in response to said displays;
 - (4) if an icon or menu choice is selected indicating a user wishes to enter cost information, displaying one or more displays which solicit the user to enter information that define the name of a cost information formula and the cost information formula itself, and receiving and storing any data entered by a user in response to said displays; and
 - (5) if an icon or menu choice is selected indicating a user wishes to define a service action, displaying one or more displays that solicit the name of the service action to be defined and to define the fields and contents thereof for a data structure which defines an instance of said service action and attributes for each field, and receiving and storing any data entered by a user in response to said displays.
- 10. The computer of claim 9 further programmed to carry out the following steps when carrying out step 2:

3	displaying one or more displays which solicit the user to enter data defining:
4	a database model which defines the information stored in a data
5	structure that defines an instance of said service;
6	one or more relationship fields each of which contains a pointer to
7	another IT service and/or resource which said IT service is an extension of or
8	which will be utilized in said IT service;
9	one or more cost information fields each of which which records
10	formulas that are used to compute the cost of implementing or using said
11	service;
12	one or more service action fields, each of which contains a pointer to
13	a data structure which defines an instance of a service action, each service
14	action defining an action that can be taken when a service is used such as
15	create, modify or delete.
1	11. The computer of claim 10 further programmed to carry out the following steps
2	when carrying out step 5 to define a service action:
3	defining one or more models that define the information that is stored in a
4	database or data structure which define an instantiation of said service action;
5	defining one or more relationship fields which contain pointers to other service
6	actions or resources;
7	defining one or more fields which contain formulas for computing the cost to
8	perform said service action one time;
9	defining one or more fields that contain schedule information or a formula to
10	compute an approximate time to complete a service action and/or how soon said
11	service action can start;
12	defining a field that contains a fulfillment workflow in the form of a
13	specification of the steps that need to be performed to accomplish said service action
14	and the order, if any, in which the steps need to be performed;
15	defining one or more fields that contain validation logic in the form of
16	constraints on the values of one or more fields and/or validation formulas to determine
17	whether a value in a field satisfies a constraint; and

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defining one or more fields that contain an approval workflow in the form of a specification of the steps that need to be performed to accomplish approval by management to carry out said service action.

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12. A computer readable medium having computer-executable instructions for performing a method comprising:

(1) displaying a plurality of icons or menu choices which can be selected to start the process of creating a new service, establishing a relationship between a new service and a preexisting service and/or resource, define cost information or define a service action;

 (2) if an icon or menu choice is selected to start the process of creating a new service, displaying one or more displays soliciting information from a user to name the service and define the fields and contents thereof for a data structure which defines an instance of said service and define attributes of each field including validation constraints and validation formulas, and receiving and storing any data entered by a user in response to said displays;

(3) if an icon or menu choice is selected to start the process of defining a relationship, displaying one or more displays soliciting information as to which preexisting service or IT resource to which the data structure of a service will point and receiving and storing any data entered by a user in response to said displays;

(4) if an icon or menu choice is selected indicating a user wishes to enter cost information, displaying one or more displays which solicit the user to enter information that define the name of a cost information formula and the cost information formula itself, and receiving and storing any data entered by a user in response to said displays; and

(5) if an icon or menu choice is selected indicating a user wishes to define a service action, displaying one or more displays that solicit the name of the service action to be defined and to define the fields and contents thereof for a data structure which defines an instance of said service action and attributes for each field, and receiving and storing any data entered by a user in response to said displays.

1	13. The computer readable medium of claim 12 wherein said computer-executable
2	instructions include instructions to perform the following steps when performing step 2 of the
3	method:
4	displaying one or more displays which solicit the user to enter data defining:
5	a database model which defines the information stored in a data
6	structure that defines an instance of said service;
7	one or more relationship fields each of which contains a pointer to
8	another IT service and/or resource which said IT service is an extension of or
9	which will be utilized in said IT service;
10	one or more cost information fields each of which which records
11	formulas that are used to compute the cost of implementing or using said
12	service;
13	one or more service action fields, each of which contains a pointer to
14	a data structure which defines an instance of a service action, each service
15	action defining an action that can be taken when a service is used such as
16	create, modify or delete.
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1	14. The computer readable medium of claim 13 wherein said computer-executable
2	instructions include instructions to perform the following steps when performing step 5 of the
3	method:
4	defining one or more models that define the information that is stored in a
5	database or data structure which define an instantiation of said service action;
6	defining one or more relationship fields which contain pointers to other service
7	actions or resources;
8	defining one or more fields which contain formulas for computing the cost to
9	perform said service action one time;
10	defining one or more fields that contain schedule information or a formula to
11	compute an approximate time to complete a service action and/or how soon said
12	service action can start;
13	defining a field that contains a fulfillment workflow in the form of a
14	specification of the steps that need to be performed to accomplish said service action
15	and the order, if any in which the steps need to be performed.

1 6	defining one or more fields that contain validation logic in the form of
1 7	constraints on the values of one or more fields and/or validation formulas to determine
18	whether a value in a field satisfies a constraint; and
19	defining one or more fields that contain an approval workflow in the form of a
20	specification of the steps that need to be performed to accomplish approval by
21	management to carry out said service action.